



## ABOUT US

**The Innovator Challenge (IC) Series** is an ongoing, year-round competition designed to spur creativity and innovation across various cutting-edge fields. Each season of the series focuses on a different theme, challenging participants to push the boundaries of what's possible in their respective domains.

The Inaugural Season of IC will pose a theme around **"Artificial Intelligence (AI)"** - high-school **students of Grade 11-12** are invited to propose business ideas and concepts using one of the AI technologies that can help advance every day life or work.



**2nd Prize**

**\$ 1,500**

Scholarships  
Mentorship



**1st Prize**

**\$ 3,000**

Scholarships  
Seed Funding  
Mentorship



**3rd Prize**

**\$ 800**

Scholarships

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**Submit a 15-20 slides by 11:59 AM on Jan 7th, 2024**  
(read Competition Task below)  
[Submission Link - Click here](#)



**Dec 21-23rd, 2023**  
AI Workshops & Bootcamp



**Jan 7th, 2024**  
Round 1 Submission by 11:59 AM



**Jan 13-14th, 2024**  
Round 2 Bootcamp & Presentation



**Jan 27th, 2024**  
Final Round & Awards Ceremony

## COMPETITION TASK

**Artificial Intelligence (AI)** has emerged as one of the most transformative and innovative technologies of our time, offering businesses unique opportunities for growth and competitive advantage. AI refers to the creation of intelligent systems that can perform tasks, make decisions, and solve problems typically requiring human intelligence.

Businesses that successfully harness AI technologies can not only gain an edge in their respective industries but also adapt to the evolving landscape, staying ahead of competition. AI can drive operational efficiencies, enhance customer experiences, optimize decision-making, and enable innovative product and service offerings, delivering value to their customers.

### Key AI Technologies

(you can read more in the digital course "Introduction to AI")

1. Artificial Intelligence (AI)
2. Machine Learning (ML)
3. Deep Learning (DL)
4. Natural Language Processing (NLP)
5. Robotics
6. Algorithm

### AI & Business Applications

AI is revolutionizing a wide range of industries and business functions, including:

<p><b>#1: Finance</b></p> <p>AI is used for personalized finance management, algorithmic trading, fraud detection, risk assessment.</p>	<p><b>#2: Education</b></p> <p>AI is used for personalized learning, content recommendations &amp; student assessment</p>	<p><b>#3: Marketing</b></p> <p>Personalized marketing, recommendation systems, and customer segmentation are powered by AI</p>
<p><b>#4: Customer Service</b></p> <p>AI-chatbots enhance customers support and engagement</p>	<p><b>#5: Manufacturing</b></p> <p>AI-driven automation improve production efficiency and quality control</p>	<p><b>#6: Healthcare</b></p> <p>AI aids diagnosis, treatment, and drug discovery, improving patient outcomes</p>



## Real-life Examples

1. **Finance:** PayPal, originally known for its online payment services, uses AI algorithms analyze transaction data in real-time to identify potentially fraudulent activities, ensuring the security of financial transactions for its users.
2. **Education:** DreamBox Learning is an educational technology company that leverages AI to provide personalized learning experiences for students. Their platform adapts content to individual students' needs, ensuring that each student receives a tailored education, leading to better learning outcomes.
3. **Marketing:** Amazon's recommendation system is a prime example of AI-powered marketing. The e-commerce giant uses AI algorithms to analyze user behavior, purchase history, and preferences to suggest products and content, ultimately increasing user engagement and sales.
4. **Customer Service:** Zendesk, a customer service software company, uses AI chatbots and virtual assistants to enhance customer support. These AI-driven solutions provide automated responses, guide users through self-help options, and offer real-time assistance, improving customer satisfaction.
5. **Manufacturing:** Tesla is a leading electric vehicle and clean energy company that incorporates AI-driven automation in its manufacturing processes. Tesla's advanced robotics and AI-powered machines are used in its Gigafactories to automate various manufacturing tasks, including vehicle assembly and battery production.
6. **Healthcare:** IBM Watson Health employs AI in various healthcare applications. Their Watson for Oncology platform assists oncologists in diagnosing and treating cancer by providing treatment recommendations based on patient data, medical literature, and clinical expertise.

## The Biggest Concern of AI

AI models are only as good (or bad) as the data they are trained on. If the training data represented biases prevalent in society, so will the model behave. A recent study hosted at [Bloomberg](#) discusses how these models are even more biased than the real-world data they're trained on.

The study brings harsh reality to the surface when it mentions that—"the world according to Stable Diffusion is run by white male CEOs. Women are rarely doctors, lawyers, or judges. Men with dark skin commit crimes, while women with dark skin flip burgers."

To create an equitable world, the data must mirror that by including diverse teams and perspectives throughout the model development lifecycle.



UNESCO produced the first-ever global standard on AI ethics – the 'Recommendation on the Ethics of Artificial Intelligence' in November 2021. This framework was adopted by all 193 Member States. UNESCO emphasizes the need to address biases, discrimination, and privacy concerns in AI systems, advocating for transparency, accountability, and human-centric design. By promoting these principles, UNESCO seeks to harness the potential of AI for the benefit of all, fostering innovation while safeguarding fundamental human values and dignity in the digital era. Read more at: <https://unesdoc.unesco.org/ark:/48223/pf0000381137>

### Student Task

AI presents a plethora of opportunities for innovation and growth. These include automation, personalization, advancements in healthcare, autonomous systems, and scientific breakthroughs, all of which can contribute to the success and profitability of businesses. However, this powerful technology also brings with it significant ethical concerns, including the distribution of harmful content, copyright infringements, data privacy violations, and the amplification of existing biases.

**Pick 1 of 6 areas of AI application domains above, and present a business concept that leverages forthcoming prospects presented by AI to enhance the quality of life, work, or leisure for people in such a way that meets the UNESCO's Guideline for AI's ethics.**

**You may also suggest any additional domain that you deem pertinent to your proposed AI technology. All entries must be submitted in English.**

We strongly advise participants to attend workshops at Skola Centers and VinUniversity and complete the online courses offered on the Skola platform (VinUniversity's strategic partner for digital education) prior to this competition. These supplementary materials will help boost your knowledge about AI and develop your proposals in the direction desired by our academics, experts and potential investors.

**A Skola Learning Account will be created and sent to your email address within 24 hours of successful registration.**

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